**Marshfield Convention & Visitors Bureau**
**Meeting Minutes**
**February 9, 2011**
**Clearwaters Hotel & Convention Center**

Present: Mike Feirer, Barb Beck, Scott Koran, Shari Steczynski, Todd Diedrich, Larry Buffington
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson

Chairman Feirer called the meeting to order at 9:35am

**Meeting Minutes**
Motion by Koran, second by Steczynski, to approve the minutes of the December 8, 2010 meeting. Motion carried. (No meeting was held in January, 2011.)

**December/January Financial Reports**
Larson reported the 2010 year end numbers are preliminary at this time. Motion by Diedrich, second by Koran, to approve the December/January Financial Reports. Motion carried.

**Unfinished Business**
Marketing Plan- Kirn reported on the meeting with the marketing class of UF-Gainesville which will be preparing six different 3 year marketing proposals as their class project. Diedrich and Kirn will return in April to hear their presentations and make a final selection for "class winner", although all six presentations will become the property of Marshfield CVB. Class members began contacting Kirn immediately after the meeting and some will be doing surveys involving local hotels, attendees at events, etc.

Fall Color Train Ride- Kirn reported that all attempts to work with the Canadian National Railroad have been unsuccessful to date so this event may not come to fruition.

2011 Visitor Guide- Kirn reported on a printing error on the cover which needs to be corrected, either by re-printing or by using a sticker promoting Marshfield's recent ranking at the Fifth Best Small City for Families by FORBES magazine. Motion by Koran, second by Buffington, to approve up to $2500 expense to either reprint or create a sticker with a contribution to Opportunity Development Center for production. Motion carried. Kirn was instructed to obtain quotes for both options. .

Banners for Veterans Parkway - A second set of banner designs was presented and the Board agreed the cardinal design for fall/winter and the sandhill crane for spring/summer were preferred. Kirn will follow-up with Premier Printing.

**Activity Report**
The Activity Report was reviewed and placed on file.

**New Business**
Hidden Gem Contest- Kirn reported the entry video has been sent to the "Oprah Show".

2011 Event Funding Grant Applications- Applications from 10 events/organizations were received and reviewed. Motion by Koran, second by Steczynski, to approve seven grants as requested, lower one grant request amount, and table two grant decisions for the next meeting pending further information as indicated below:

| | |
|---|---|
| Historic Preservation "Adopt a Civil War Soldier" | $500 |
| Central WI State Fair Draft Horse Show | $400 |
| Marshfield Art Fair | $500 |
| Dairyfest | $500 |
| Marshfield Kennel Club Dog Show | $500 |
| Marshfield Cultural Fair | $500, approved $250 |
| WI State Trappers Convention | $500 |
| Gem & Mineral Show | $300 |
| Rotary Winter Wonderland | tabled |
| Main Steet Marshfield Hub City Days | tabled |

A total of $3450 is included in this motion. Motion carried.

Dance & Romance Weekend- Kirn reported that tickets sales are slow to date, but weather looks favorable for travel. She is researching new entertainment for one or both nights at the American Legion for 2012.

Meeting adjourned at 11:25am.

**Next meeting will be Wednesday, March 2, 2011 at 10:00 am at Clearwaters Convention Center.**

Respectfully submitted.

*Barb*
Barb Beck
Board Secretary